

# Emerging Opportunities

& Promotions





## Maryland Farm to School

MD Agric. Code Ann. Sec. 10-1601



### Education

Educate students about where their food comes from, how it is produced, etc

### Local Food Procurement

Increase Maryland-grown products in school lunches

# Maryland is 5<sup>th</sup> in the Nation

- 21 percent of its school food budgets spent on Maryland-grown products
  - USDA Farm to School Census
- \$8.5 million on local food
- State program, food purchase through Local Education Agencies
- USDA Farm to School Grants
- 91% of the LEA's participated in Farm to School activities
  - Taste tests
  - Field trips
  - Farmers to visit classroom
  - School gardens



# Maryland Homegrown School Lunch Week

- September 15 – 19, 2014
- Kick-off event in Prince George's County
- Location: TBA
- 22-24 LEA's participate in the week
  - Local food procurement
  - Activities, etc.



# Summer Meals

- Over 2.6 million Summer Meals were served in Maryland
- Federally funded Childhood Nutrition Programs
- Meals managed through foodservice providers – schools, churches, nonprofits
- Summer meals offer higher reimbursement rate than school lunches
  - 1 serving of fruit/veg for breakfast (  $\frac{1}{2}$  C)
  - 2 different servings of fruit/vegetable for lunch or supper ( $\frac{3}{4}$  C)
- Vegetables: broccoli, carrots, collard greens, green pepper, kale, corn, lima beans, green peas, potatoes, cabbage, cauliflower, cucumbers, green beans, summer squash, tomatoes, zucchini
- Fruits: cantaloupe, strawberries, apple, peach, watermelon
- USDA suggestion: “buy seasonally and locally to keep food costs lower...”
- Activities: taste testing, field trips to farmers markets

# Mid-Atlantic Farm-Based Educators

- Educators who may or may not be professionally trained teachers
- Work on a farm or in an agricultural setting year-round. These educators could work in nature centers, schools (K-undergrad), outdoor camps, agricultural heritage museums, and/or on federal lands. Teach a broad range of agricultural content from plant science to ag history, ag economics to animal husbandry.
- Created by Maryland Agricultural Education Foundation and Maryland Department of Agriculture



# Farm-Based Educators Workshops

- Workshops are designed on the needs of participants.
- Mar. 26 - Maryland Ag Resource Center, Cockeyville
- April 7 - Fox Haven Farm, Jefferson
- June 23-27 - National Ag in the Classroom National Conference, Hersey, PA (MAEF)
- July 22 – Evergreen Heritage Center, Frostburg, MD
- Contact: Peggy Eppig [peppig@maefonline.com](mailto:peppig@maefonline.com)

# Chesapeake Food, Farm, and Bay

- \$25K for 2014-2015 to develop a farm-based education curriculum (hard copy and online)
  - Grant from Chesapeake Bay Trust to MAEF
- Used by FBE and teachers working with students in ag settings in science and social studies content areas and be unique to the Chesapeake Bay region.
- Grant will provide funding for stipends for small regional teams of teachers and FBE working together to develop lessons that reflect the products, processes, issues, and landscapes of Maryland ag.
- Target grades: 4<sup>rd</sup> through 8th

# Maryland's Best

- MDA's Buy Local Program
  - Connecting Farmers with Markets
  - Branding Maryland Grown Products
  - Increasing Consumer Demand and Preference for Maryland Grown Products



# Maryland's Best Website

- [www.marylandsbest.net](http://www.marylandsbest.net) ... is growing, improving
- December 2008 – 2,845 visitors
- In 2012 – 41,400 visitors, visited 52,600 times
- Since 2007 – 159,370 visitors, visited 211,617 times
- Advertising has reached more than 800,000 Marylanders
- Web site updates including smart phone friendly access through USDA Specialty Crop Block Grant



# Examples of Consumer Advertising and Promotions

- WYPR Public Radio, Washington Post Digital
- Online target demographic advertising, retargeting advertising
- Facebook, Twitter, Google, [YouTube channel](#)



# 2014 Maryland Promotions by Month

- January/February – CSAs
- February – **winter farmers markets**
- March – meat
- April –nurseries & garden centers, poultry
- May/June – eggs, strawberries, **farmers' markets**, milk
- June - wine, dairy
- July/August – Buy local challenge, watermelons, farmers markets
- September - Apples, farm to school
- October/November – Ag-tourism, turkeys, pumpkins
- December – Christmas trees





# Buy Local Challenge July 18-27, 2014



- Pledge to eat at least one thing from a MD farm each day
- Governor O'Malley's Buy Local Cookout
  - Looking for chef\producer teams to submit recipes
  - July 24, 2014
- Over 5,000 Marylanders pledged to participate

Hey Maryland, Take the Buy Local Challenge Outdoors ... and WIN!

Enter this year's photo contest, "Take the Challenge Outdoors!"

It's easy! Take the official Buy Local Challenge pledge at [www.buy-local-challenge.com](http://www.buy-local-challenge.com) before July 18, 2013. Then visit [www.facebook.com/marylandbuylocalchallenge](http://www.facebook.com/marylandbuylocalchallenge) and upload one or more photos of how you took the Challenge outdoors.

It's fun! Plan a picnic, a patio party, a grill-fest or just a brown-bag lunch in the park. See the web for full contest details.

## Take the Buy Local Challenge

July 20-28, 2013

I pledge to eat at least one thing from a local farm every day during Buy Local Week!

Individuals, businesses and organizations can take the "Buy Local Challenge." It's a voluntary pledge to include Maryland-grown products (produce, eggs, meat, fish, wine, etc.) in your meals for one week. Visit the website to find out more about the Challenge, and download your personalized certificate when you pledge!

Good Luck!

One winning entry will receive a prize basket valued at \$200. In addition, a donation of fresh local farm food, valued at \$200, will be made in your name to local families in need via a local food bank and partners statewide.

Buy local all year... [www.marylandsbest.net](http://www.marylandsbest.net)

# Contacts

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